

Amendments to the Claims

1. (previously presented) A method of operating an automated transaction machine comprising:

- a) reading customer identification information from a card with a card reading device in operative connection with an automated transaction machine;
- b) accessing at least one customer profile value from at least one data store, responsive to the customer identification information;
- c) generating at least one web page responsive to the at least one customer profile value; and
- d) displaying the at least one web page at the machine through operation of a browser, wherein the at least one web page includes a plurality of selectable transaction options for performing transactions with the automated transaction machine.

2. (original) The method according to claim 1, further comprising:

- e) receiving an input from an operator of the automated transaction machine; and

- f) modifying the at least one customer profile value in the data store responsive to the input.

3-6. (canceled)

7. (original) The method according to claim 2, wherein the customer profile value is representative of a fast cash amount, wherein the web page includes a selectable option which corresponds to having the automated transaction machine dispense an amount of cash that is equal to the fast cash amount, wherein step (f) includes modifying the fast cash amount.

8-10. (canceled)

11. (previously presented) A method comprising:

- a) receiving with a reading device of an automated transaction machine, customer identification data from a machine customer,

wherein the machine is affiliated with a transaction host;

- b) accessing a plurality of customer profile values that correspond to the customer identification data,

wherein the customer profile values include a last withdrawal amount value representative of an amount of cash most recently withdrawn by the machine customer in a transaction involving the transaction host;

- c) displaying a web page in a browser with the automated transaction machine,

wherein the web page includes a plurality of selectable options for performing a transaction with the automated transaction machine,

wherein a first selectable option of the selectable options corresponds to a dispensing of a first amount of cash equal to the last withdrawal amount value,

wherein a second selectable option of the selectable options is associated with a dispensing of a second amount of cash having a value different from the last withdrawal amount value,

wherein at least one of the selectable options is produced responsive to at least one of the accessed customer profile values;

- d) receiving customer input associated with either customer selection of the first selectable option or customer selection of the second selectable option,

wherein received customer input associated with customer selection of the first selectable option is adapted to cause the first amount of cash to be dispensed,

wherein received customer input associated with customer selection of the second selectable option is adapted to both

cause the second amount of cash to be dispensed, and

cause the last withdrawal amount value included in the customer profile values to be changed to the value of the second amount of cash;

- e) dispensing with a cash dispenser device of the machine, an amount of cash corresponding to the customer input received in step (d); and
- f) updating the last withdrawal amount value included in the customer profile values to reflect a value that corresponds to the amount of cash dispensed in step (e).

12. (canceled)

13. (previously presented) A method comprising:

- a) receiving at least one customer identification value with an automated transaction machine;
- b) accessing a customer profile from a data store, wherein the customer profile corresponds to the customer identification value, wherein the customer profile includes a customer type value, wherein a customer type value differentiates between classes of customers with regard to operations available with the automated transaction machine; and
- c) displaying a web page in a browser of the automated transaction machine, wherein the web page is loaded responsive to the customer type value.

14-16. (canceled)

17. (original) The method according to claim 13, wherein the web page includes a plurality of selectable transaction options for performing transactions with the automated transaction machine, and wherein the method further comprises:

- d) receiving an input that corresponds to one of the selectable transaction options;
and
- e) updating the customer profile data responsive to the input.

18-33. (canceled)

34. (new) The method according to claim 11 and further comprising

- g) receiving with the machine, information based on the customer identification data received in step (a);
- h) operating the machine to generate a customized advertisement based on the information received in step (g);
- i) operating the machine to present the customized advertisement to the customer.

35. (new) The method according to claim 34 and further comprising

- j) updating marketing information included in the customer profile values to reflect that the customized advertisement was presented to the customer.

36. (new) The method according to claim 11 and further comprising

- g) operating the machine to present a targeted advertisement to the customer, wherein the targeted advertisement is based on the customer selection received in step (d).

37. (new) The method according to claim 11 and further comprising

- g) operating the machine to present a targeted advertisement to the customer, wherein the targeted advertisement is based on a particular transaction device of the machine which is required to be used in carrying out the customer selection received in step (d).

38. (new) At least one article including computer executable instructions configured to cause at least one computer to carry out a method comprising:

- (a) receiving with a reading device of an automated transaction machine, customer identification data from a machine customer,

wherein the machine is affiliated with a transaction host;

- (b) accessing a plurality of customer profile values that correspond to the customer identification data,

wherein the customer profile values include a last withdrawal amount value representative of an amount of cash most recently withdrawn by the machine customer in a transaction involving the transaction host;

(c) displaying a web page in a browser with the automated transaction machine,

wherein the web page includes a plurality of selectable options for performing a transaction with the automated transaction machine,

wherein a first selectable option of the selectable options corresponds to a dispensing of a first amount of cash equal to the last withdrawal amount value,

wherein a second selectable option of the selectable options is associated with a dispensing of a second amount of cash having a value different from the last withdrawal amount value,

wherein at least one of the selectable options is produced responsive at least in part to at least one of the accessed customer profile values;

(d) receiving customer input associated with either customer selection of the first selectable option or customer selection of the second selectable option,

wherein received customer input associated with customer selection of the first selectable option is adapted to cause the first amount of cash to be dispensed,

wherein received customer input associated with customer selection of the second selectable option is adapted to both

cause the second amount of cash to be dispensed, and

cause the last withdrawal amount value included in the customer profile values to be changed to the value of the second amount of cash;

- (e) dispensing with a cash dispenser device of the machine, an amount of cash corresponding to the customer input received in (d); and
- (f) updating the last withdrawal amount value included in the customer profile values to reflect a value that corresponds to the amount of cash dispensed in (e).

39. (new) At least one article including computer executable instructions configured to cause at least one computer to carry out a method comprising:

- (a) receiving at least one customer identification value with an automated transaction machine;
- (b) accessing a customer profile from a data store, wherein the customer profile corresponds to the customer identification value, wherein the customer profile includes a customer type value, wherein a customer type value differentiates between classes of customers with regard to operations available with the machine;
- (c) displaying a web page in a browser of the machine, wherein the web page is loaded responsive at least in part to the customer type value, wherein the web page includes a plurality of selectable transaction options for performing transactions with the machine;
- (d) receiving a selection input that corresponds to one of the selectable transaction options; and
- (e) updating the customer profile in the data store responsive at least in part to the selection input.

40. (new) The at least one article according to claim 39

wherein (d) includes operating the machine to receive from a user of the machine, a selection input that corresponds to selection of a particular transaction,

wherein (e) includes updating the customer profile in the data store to reflect the particular transaction selected in (d).

41. (new) The method according to claim 17

wherein (d) includes operating the machine to receive from a user of the machine, a selection input that corresponds to selection of a particular transaction,

wherein (e) includes updating the customer profile in the data store to reflect the particular transaction selected in (d).